



## How to Recruit Sites

### An Essential Part of SFSP

The Summer Food Service Program (SFSP) feeds only one in six children eligible for free and reduced-price school meals during summer. Current sponsors need to expand and new sponsors need to be recruited to increase the number of sites where lower income children can obtain meals.

During this process, partners must be creative and persistent. Site recruiting techniques should be reviewed regularly to determine their effectiveness.

### Types of Organizations that Frequently Become Sites or Sponsors

School Districts and Individuals	County and City Governments	Religious Organizations
Indian Tribal Organizations	Neighborhood Organizations	Parks and Recreation
Civil Rights Organizations	YMCAs/YWCAs	4-H Organizations
Salvation Army Groups	Police and Fire Departments	Community Action Groups
Food Banks and Food Pantries	Cooperative Extensions	Homeless and Women's Shelters
Colleges and Universities	Boys and Girls Clubs	Housing Authorities and Resident Councils

### Tips for Success

Techniques that include more personal and individualized contact with potential sites work best. Some of the most common techniques include:

### Mailings/E-mail Campaigns

Mailing to organizations that could become host sites or sponsors is a basic recruiting activity.

Contents of a typical mailing to potential sponsors:

- A cover letter describing the opportunity community organizations have to address the nutritional needs of children during the summer through the SFSP, including an e-mail address



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- A fact sheet or brochure that describes the purpose of the Program;
- An outreach questionnaire to indicate interest in getting more information.

**Note:** Sending a general description of SFSP to a potential sponsor will not be as effective as:

- Identifying specific schools in the district that are eligible as sites; and
- Appealing to potential sponsors on the basis of their primary mission.

**State or local legislators** may find organizations to become host sites. Partners can ask them to help their constituents. They can use geo-mapping software, in conjunction with the census data provided by FNS to show the need for SFSP in a legislator's district.

**Submit articles for publication** in newsletters or websites of State/city-wide organizations with potential site/sponsors readers. Contact associations in early winter to submit an SFSP article with pictures, charts or other graphics. The article should appeal to the mission of the association and its members.

### **Add the Personal Touch**

Mailings provide good information, but personal contact is a more effective outreach technique. Partners can request that current sponsors talk with their potential ones to increase credibility in their recruiting efforts. A similar type of sponsor, such as a school contacting a potential school sponsor is particularly effective.

Personal contact obviously takes more time. Target areas of high need with low service. Using school and census data to locate underserved areas can help find these targets.

A presentation at meetings of organizations with potential local site sponsors is another way to maximize your effectiveness.

### **Resources**

[Become a Summer Food Site](#)

[Arkansas Hunger Relief Promotes Summer Feeding Program Techniques](#)

[Summer Food Service Program \(SFSP\) Sponsors](#)

[Increase Participation in the Summer Nutrition Programs](#)



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